



THE KENNEDY AWARDS

MEDIA RELEASE

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P&O Cruises again offer major prize at NRMA Kennedy Awards

The NRMA Kennedy Awards for Excellence in NSW Journalism is delighted to announce that for the third successive year, P&O Cruises, operated by Australia's leading cruise holiday company Carnival Australia, is providing the major prize recognising NSW Journalist of the Year.

"P&O Cruises provided this wonderful prize at the inaugural Kennedy Awards in 2012 and has again committed to offering the top prize at the 2014 awards," Kennedy Foundation Board member Mr Peter Ryan said.

"This is a significant contribution to the Kennedy Awards which continue to recognise excellence in NSW journalism."

The NRMA Kennedy Awards, named in honour of legendary Sydney crime reporter Les Kennedy who died aged 53 years in 2011, have recognised the State's top journalist from scores of NSW' finest media professionals for the past two years.

The inaugural NSW Journalist of the Year was won by the Sydney Morning Herald's Kate McClymont while Joanne McCarthy from the Newcastle Herald took out the prestigious prize last year.

Mr Ryan thanked P&O Cruises for again contributing a nine-night Pacific Islands cruise for two as the major prize for the NSW Journalist of the Year. **

"The Kennedy Awards and The Kennedy Foundation is extremely grateful to have the generous support of P&O Cruises for the third year running," Mr Ryan said.

"With the top award again carrying such a tremendous prize and with the ongoing generous support of all our loyal sponsors and partners, the Kennedy Awards continue to remain a prestigious annual event, worthy of the great legacy left by the late Les Kennedy".

Tammy Marshall, Senior Vice President P&O Cruises, said the cruise line was delighted to continue its association with the Kennedy Awards.

"It has been an honour to be part of the awards program since its inception and to have seen the Kennedy Awards grow in depth and stature," Ms Marshall said.

“We work very closely with the media in telling the story of cruising and its phenomenal growth in Australia so it is a particular pleasure to be able to help recognise excellence in journalism.”

Entries for this year's awards close July 1, for work in the 12 months of the current calendar year. The 2014 NRMA Kennedy Awards will be held on 8 August at the Royal Randwick Ballroom, Australian Turf Club.

This year the Kennedy Awards is forming The Kennedy Foundation to administer a benevolent fund for media professionals facing hardship, the children's cancer charity Redkite and the Aboriginal Medical Service.

The foundation's first fundraiser will be the *Media Battle of the Bands*, April 10 at the loft, King St Wharf, sponsored by NRMA Insurance in support of veteran journalist Kevin Hitchcock. Bookings can also be made at www.kennedyawards.com.au

The presentation of 33 awards will culminate with the announcement of the P&O Cruises NSW Journalist of the Year, to be presented by NSW Premier Barry O'Farrell

Details on entry and tickets to the awards can be found at www.kennedyawards.com.au

** The NSW Journalist of the Year Award prize is a 9-night P&O Cruises "Sunshine Melodies" cruise holiday for two with balcony cabin to the Pacific Islands with calls at Vila, Lifou and the Isle of Pines.

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